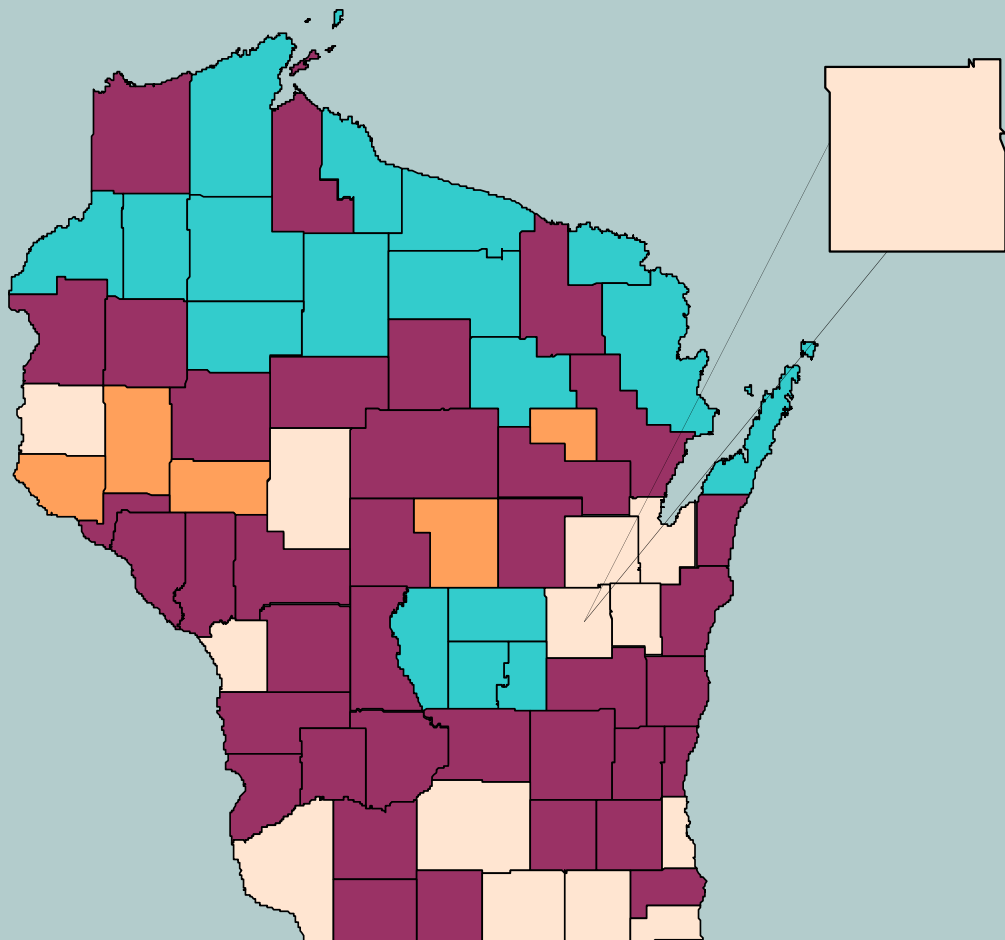


Winnebago County Workforce Profile

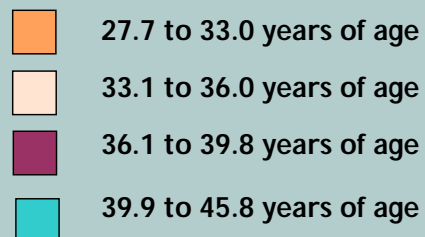
Median Age by County, 2000



Your complete
guide to the
state of the
labor force of
today and a
glimpse into
the economy of
tomorrow.



State of Wisconsin
Department of Workforce Development
October 2002



Source: Census 2000 of the United States



County Population

The population of Winnebago County grew by 520 residents in 2001, or 0.3%. This growth rate is slightly more sluggish than either the state or national growth rate of 0.7% for the year. Despite this relatively slow year of growth in the county, Winnebago County continued to rank among the state's "success stories," building on the decade of the 1990's, when the county's population increased by 11.1%, adding just over 5,600 residents. In comparison, Wisconsin grew at a 8.5% growth rate, and the United States' population increased by 8.7%.

Looking at the county from a more regional perspective, Winnebago County is considered to be a part of the Appleton-Oshkosh-Neenah, Wisconsin Metropolitan Statistical Area (MSA), as defined by the United States Bureau of Economic Analysis. This MSA, which includes Calumet, Outagamie, and Winnebago Counties added 43,244 new residents over the course of the past decade for a decennial growth rate of 13.7%. Both Calumet and Outagamie County outpaced Winnebago County over the past decade, growing at 16.9% and 13.8%, respectively. Much of this disparity in growth can be attributed to growth patterns in the metropolitan area, which have been moving to the northern and eastern areas

of the region since the 1980's. Given the relatively mature status of development in Winnebago County, it is reasonable to assume that this pattern will continue in the short-run.

In analyzing the substantial period of growth that the county has progressed through in the 1990's, one interesting pattern to examine is the growth of the county's housing stock. Between 1990 and 2000, 11,326 new housing units were built in the county, presently accounting for 17.4% of the county's housing stock. When comparing the total number of units in 1990 to that in 2000, we see that the county's housing stock increased by a more modest 15.3%, suggesting a relatively small amount of replacement of the existing housing stock. In comparison, Calumet County added 26.4% to its housing stock, and Outagamie's housing stock grew by 20.6%, again suggesting the direction of new development patterns in the metropolitan area.

An additional interesting factor to consider when analyzing the growth of Winnebago County's population is the question of where new residents are coming into the county from. According to data

(Continued on page 2)

Total Population

	2000 Census	January 1, 2001 Estimate	Percent change
United States	281,421,906	283,474,000	0.7%
Wisconsin	5,363,675	5,400,449	0.7%
Winnebago County	156,763	157,283	0.3%

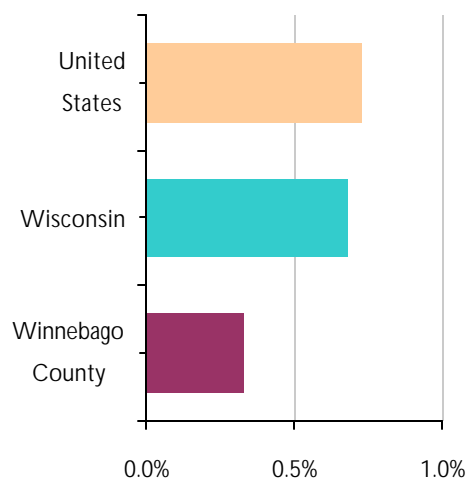
Ten Largest Municipalities

Oshkosh, City	62,916	63,225	0.5%
Neenah, City	24,507	24,528	0.1%
Menasha, Town	15,858	16,166	1.9%
Menasha, City *	15,643	15,617	-0.2%
Algoma, Town	5,702	5,819	2.1%
Omro, City	3,177	3,171	-0.2%
Clayton, Town	2,974	3,027	1.8%
Oshkosh, Town	3,234	2,772	-14.3%
Neenah, Town	2,657	2,668	0.4%
Winneconne, Village	2,401	2,419	0.7%

* Winnebago portion only

Source: Wisconsin Department of Administration, Demographic Services, 2002

Population Growth 2000-2001

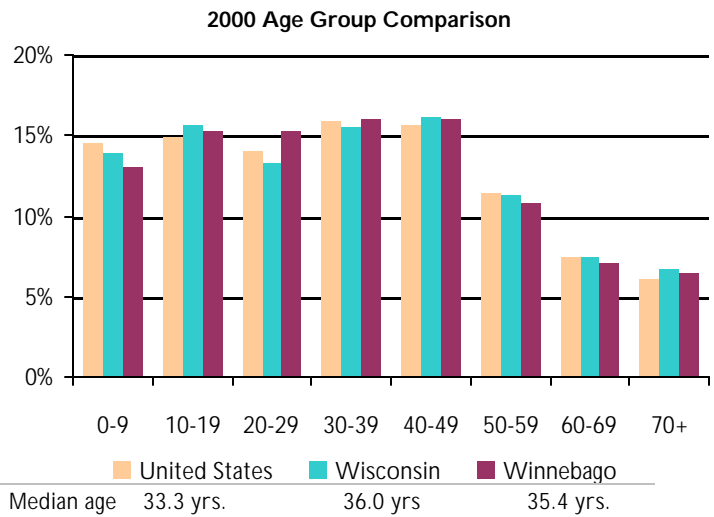




State of Wisconsin - Winnebago County

from the 2000 census, 45.7% of Winnebago County residents reported living in a different residence in 2000 than in 1995. Of this group, 24.1% changed residences within Winnebago County, while 15.7% moved from elsewhere in the state and 5.4% of the county's population called somewhere else in the United States home in 1995. This suggests that the county, following the same migration trend as the state has over the past decade insofar as intra-state migration is much more prevalent than inter-state migration. This disparity may be of some significance in coming years due to shifting demographic patterns statewide.

Another interesting facet of the county's population is the distribution of the population by age. This distribution is represented in the chart to the right. In 2000, the median age of residents of Winnebago County was 35.4 years. This is slightly lower than the state median age of 36 years and is higher than the national median age of 33.3 years. As can be seen in the distribution, there are a number of significant patterns which justify the relatively low median age in the county. First, Winnebago County, and the Fox Valley region, in general has been a magnet for young adults and young

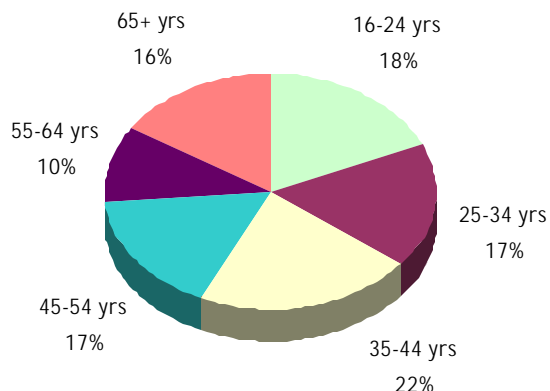


Source: US Department of Commerce, Census Bureau, *Census 2000*

families because of the availability of numerous and diverse career opportunities and a high quality of life. As a result, the number of residents between the ages of 20 and 40 is above both the national and state averages. What is somewhat surprising, given this pattern is that the number of children is substantially below the state and national distribution. However, the high percentage of the population aged 20 to 29 suggests that these percentages will increase over the coming years.

County Civilian Labor Force

Winnebago County Labor Force Age Groups

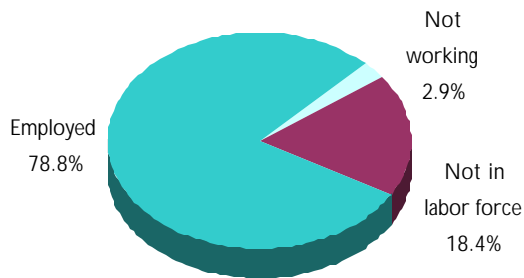


Source: US Dept. of Commerce, Census Bureau, *Census 2000*

One important implication of the age distribution of the county's population can be seen in the pie chart to the left. This distribution represents the share of the county's labor force eligible population by broad age cohorts. The first apparent pattern is found in the recognition that a vast majority (59%) of the labor force eligible population is below the age of forty five. The implication of this is that, over the next twenty years, this population will be moving through the mature years of their working lives. This promise of a relatively healthy future labor force stands in stark contrast to the future outlook for the state, where a substantial level of concern exists over the potential of a future labor shortage, given the rapid increase in persons retiring as the Baby Boomer generation ages and a lesser number of youth turning eighteen and looking for work.

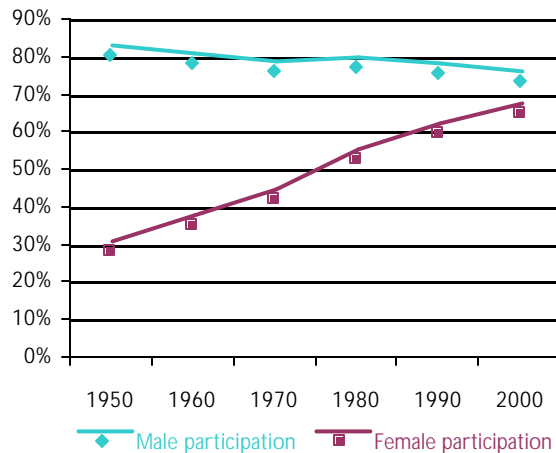


2001 Labor Force Participation



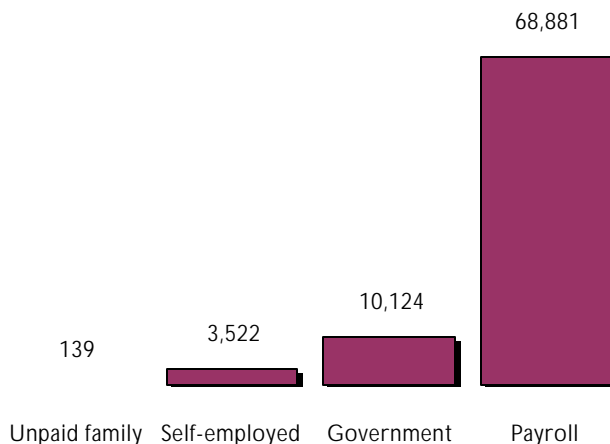
Source: Estimated from WI Dept. of Administration population estimates, Jan. 2001, US Census Bureau, and WI Local Area Unemployment Statistics.

Labor Force Participation of Male and Female Residents



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

Type of Employment



The labor force is the sum of those employed and unemployed *that have actively sought work in the last month*. **Labor Force eligible must be 16 years or older and not a member of an institutional population** such as a prison or an armed forces member living on a military base. The term "unemployed" does not necessarily include all people who are not working. For example, those who are retired or choose not to work are not considered unemployed. The phrase "Not Working" in the graph below assumes unemployed for the purposes of this profile.

In 2001, the labor force participation rate of Winnebago County was 81.7%. This represents an increase of 1.4% over 2000's rate of 80.3%. In comparison, the Wisconsin labor force participation rate was 73.5% in 2001, which was 0.7% higher than 2000. The national labor force participation rate actually declined in 2001, dipping 0.3% to 66.9%. The primary explanation for this relatively high labor force participation can be attributed to the presence of the county in the Fox River Valley. The region has experienced a period of significant employment growth over the past decade, leading to new opportunities. In addition, the presence of a large population of younger workers factors into the high rate as younger workers have a greater propensity to be active in the labor force than older workers who are either retired or approaching retirement. One final item to note is that the increase in labor force participation in 2001 indicates a continued recovery from the decline in participation in the county in 1999, when the labor force participation rate was 78.2%.

Another interesting trend related to participation in the labor force which was illustrated through data collected from the decennial census for each of the past five decades is the divergent pattern of growth in labor force participation among males and females. These growth patterns are illustrated in the trend analysis to the left. Between 1950 and declined slightly. However, in the past decade, this rate began to accelerate a bit. While the exact causes of this decline are only subject to speculation, it is reasonable to assume that some of the decline is the result of increased diversification in the county's economy, moving away from traditional, male-dominated industries. Additionally, the decline in the male labor

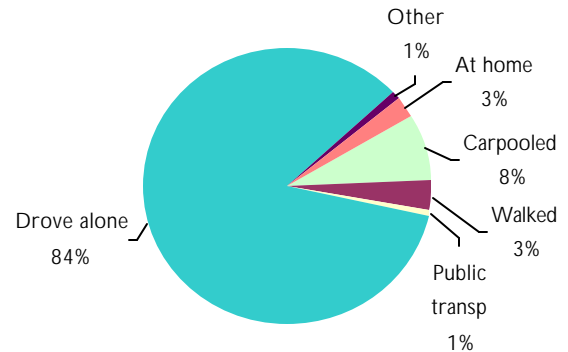


State of Wisconsin - Winnebago County

force participation rate is, in part, a function of the exponential growth in the female labor force participation rate over the past fifty years. While the numerous social and economic factors leading to the increased presence of women in the workforce have been discussed in a variety of media, the growth over the course of the past decade can again be attributed to diversification within the county's economy. Also, while employment growth in the county has been significant, it has not been sufficient to equal the growth in the female labor force participation rate. Therefore, a certain degree of "crowding out" has occurred in the workforce, leading to a decline in male labor force participation.

Another key facet of the Winnebago County workforce, besides where they work, which, according to the chart on the bottom of page three is primarily in the payroll, or private employment, is how they travel from home to the workplace each day. The various means of transportation used by the Winnebago County population are illustrated in the distribution on the left. The automobile is the overwhelming favorite among these various means,

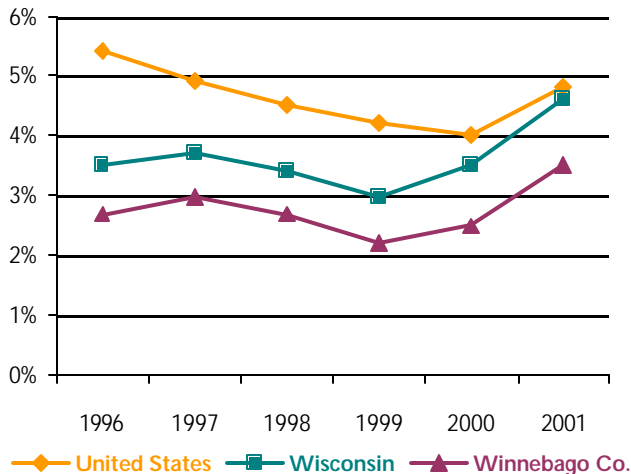
County Travel-to-Work Patterns



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

as 92% of the population either drive alone or car-pool to work. The large share of drivers can be attributed, in part to a well-developed highway corridor in the area connecting Highways 10, 41, and 441. Additionally, given the large amount of diverse industries that exist in the area, commuting patterns have intensified. While specific commuting patterns will not be updated until later this year, it is reasonable to assume that a majority of the commuting workforce, which is estimated at around 1,300 workers commute to the other counties in the metropolitan area, as well as Fond du Lac County to the south.

Unemployment Rate Comparison



Moving briefly from the discussion of the employed labor force to an analysis of the unemployed workforce, the trend analysis to the left shows the change in the annual unemployment rate in the county, state, and nation between 1996 and 2001. From this analysis, it is easy to point out that Winnebago County's unemployment rate has experienced a nearly identical pattern of fluctuation as the state. However, given the recent period of economic prosperity in the county, the unemployment rate continues to be less than either the state or national rate, peaking at 3.5% in 2001.

Winnebago County Civilian Labor Force Data

	1996	1997	1998	1999	2000	2001
Labor Force	96,800	96,900	96,400	93,700	96,200	98,000
Employed	94,200	94,000	93,800	91,600	93,800	94,600
Unemployed	2,620	2,870	2,610	2,100	2,430	3,440
Unemployment Rate	2.7%	3.0%	2.7%	2.2%	2.5%	3.5%

Source: WI Department of Workforce Development, Local Area Unemployment Statistics, revised March 2002



County Industry Employment

Nonfarm Wage and Salary Employment

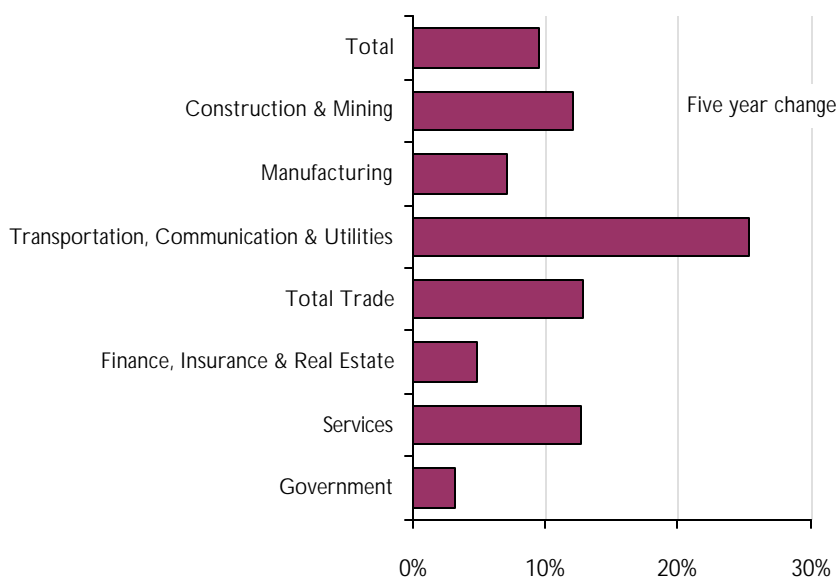
	1996	1997	1998	1999	2000	2001	Percent change	
							1 year	5 year
Total	85,167	86,634	91,361	93,077	95,286	93,391	-2.0%	9.7%
Goods Producing	34,461	35,082	37,542	37,694	37,805	37,105	-1.9%	7.7%
Construction & Mining	3,456	3,577	3,657	4,009	4,228	3,874	-8.4%	12.1%
Manufacturing	31,006	31,505	33,885	33,685	33,577	33,231	-1.0%	7.2%
Durable	11,344	11,625	11,645	11,806	11,905	11,435	-3.9%	0.8%
Nondurable	19,662	19,880	22,240	21,878	21,673	21,796	0.6%	10.9%
Service Producing	50,706	51,553	53,820	55,383	57,481	56,286	-2.1%	11.0%
Transportation, Communications & Utilities	2,967	3,094	3,437	3,605	3,920	3,718	-5.1%	25.3%
Total Trade	14,696	15,003	15,212	16,069	16,929	16,582	-2.0%	12.8%
Wholesale	2,508	2,713	2,903	3,158	3,278	3,272	-0.2%	30.5%
Retail	12,189	12,290	12,308	12,911	13,651	13,310	-2.5%	9.2%
Finance, Insurance, and Real Estate	2,658	2,645	2,732	2,830	2,603	2,790	7.2%	5.0%
Services & Misc.	19,133	19,433	20,704	20,977	21,968	21,578	-1.8%	12.8%
Total Government	11,251	11,378	11,735	11,902	12,061	11,618	-3.7%	3.3%

Source: WI Department of Workforce Development, Nonfarm wage and salary estimates, revised March 2002

The year 2001 brought some significant changes within the industries of Winnebago County that cast a shadow on the phenomenal growth of the 1990's. A number of key industries, including construction (-8.4%), durable goods manufacturing (-3.0%), transportation, communications, and utilities (-5.1%), and government (-3.7%) showed significant

losses over the course of the past year. Much of the loss in employment in construction in the county can be attributed to a slowing demand for residential construction. Additionally, the loss of employment among durable goods manufacturers is a reflection of a pattern of slow growth and decreasing orders that has befallen the industry nationally. However, these recent declines must be taken in perspective as each of these industries grew over the course of the past five years. In fact, the transportation, communications, and utilities sector has posted the most significant five year growth rate in the county, increasing employment by 25.3%.

Employment Change by Industry Division: 1996 to 2001



Source: WI DWD, Nonfarm wage and salary estimates, revised March 2002

Among other industries exhibiting significant growth over the past five years, the service sector grew the most rapidly, adding 12.8%, or more than 2,400 new positions since 1996. Similarly, the finance, insurance and real estate sector, which, besides nondurable goods manufacturing was the only industry to report positive growth in 2001, grew by 5.0% over the past five years. These growth trends point to a growing pattern of diversification in the county's economy.



Top 10 Employers

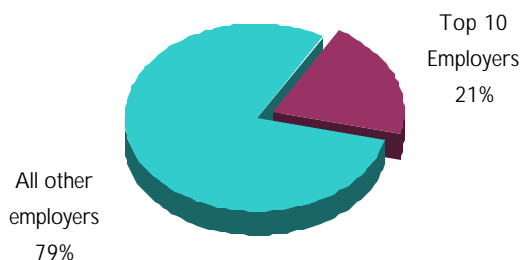
Company	Product or Service	Size
Kimberly-Clark Corp.	Paper and Paper Products	1,000+
Curwood Inc.	Plastic Film for Packaging	1,000+
Oshkosh Truck Corp.	Truck Manufacturing	1,000+
Oshkosh Public School	Public School System	1,000+
University of Wisconsin- Oshkosh	Public University System	1,000+
Thedacare Inc.	General Medical and Surgical Hospitals	1,000+
Plexus Electronic Assembly Corp.	Electronic Components	1,000+
Pierce Mfg Inc.	Utility and Emergency Vehicles	1,000+
Department of Health & Family	Public Health Services	1,000+
Sca Tissue North America LLC	Paper and Paper Products	1,000+

Top 10 Industry Groups

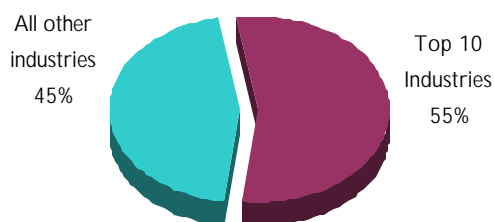
Industry Group	March 2001		Numeric change	
	Employers	Employees	1-year	5-year
Paper and Allied Products	38	13,397	1,084	1,145
Health Services	208	7,648	-575	-913
Educational Services	14	5,268	256	685
Eating and Drinking Places	234	4,914	-49	321
Printing and Publishing	44	4,215	114	-314
Transportation Equipment	15	3,886	196	857
Business Services	133	3,402	-433	492
Rubber and Misc. Plastics Products	*	*	*	*
Electronic & other Electric Equipment	*	*	*	*
Social Services	78	2,743	98	562

*data suppressed to maintain confidentiality

Top 10 Employers' Share of Nonfarm Employment



Top 10 Industry Group Share of Nonfarm Employment



Source: WI Department of Workforce Development, ES-202 file tape, December 2001

When looking at the list of the ten largest employers in Winnebago County, there are very few surprises and a number of familiar names on the list. Kimberly Clark and Sca Tissue North America represent the paper industry, an industry which has become synonymous with the Fox River Valley but has declined in prominence over the past few decades. Oshkosh Truck Corporation and Pierce Manufacturing are among the largest producers of

vehicles used in public safety, material moving and a number of other applications in the nation. Curwood, operating under the trade name of Bemis Manufacturing and Plexus Electronic Assembly Corporation represent a unique blend of traditional industry and cutting edge innovation and are representative of a growing wage of technological innovation sweeping through the region's industry base.

(Continued on page 7)



State of Wisconsin - Winnebago County

Thedacare operates Theda Clark Medical Center and Appleton Medical Center is the primary provider of healthcare services in the region.

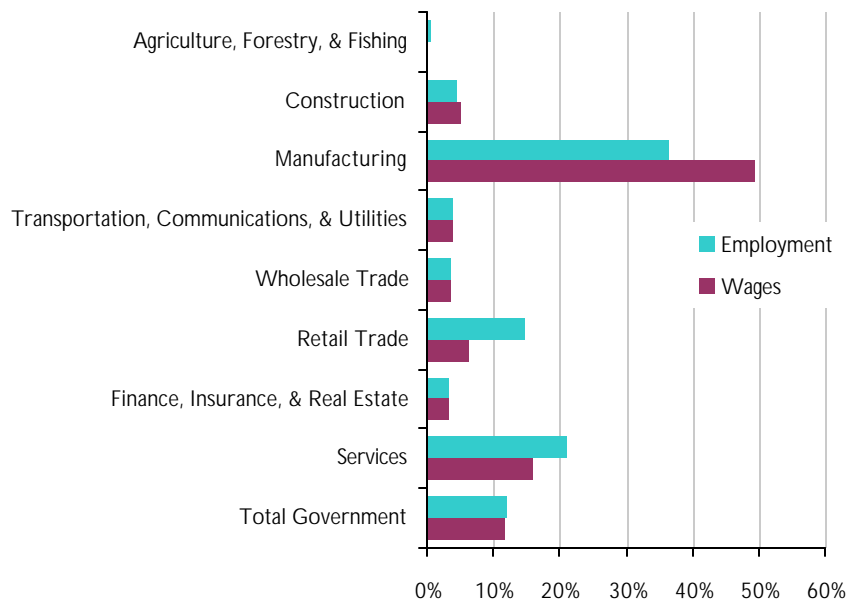
A similar representation of this diverse base of firms is seen in the listing of the top ten industry sectors for Winnebago County. The relative importance both of the largest firms and largest industry sectors cannot be understated. Based on employer data, 21% of all workers in the county are employed by one of the ten largest firms, and 55%

of the county's workforce is employed by one of the top ten industry sectors. While this dominance may be misinterpreted, in part as a sign of a restricted economy, the presence of a diverse group of firms and industry sectors points to the diversity inherent in the Winnebago County economy.

Industry wages are perhaps the most critical factor in determining the relative well-being of a county's workforce and economy. In 2001, the annual average wage paid by all employers in Winnebago

County was \$34,586. This average is nearly twelve percent above the state average of \$30,922. While this average suggests the presence of a prosperous workforce, average wages vary greatly among industry sectors. Among the industries in Winnebago County with average wages above the state average, the construction industry, driven by high demand, leads the pack, paying wages that average 35.8% above the state average. Similarly, manufacturing wages pay, on average 18.3% above the state average. In contrast, a number of industries pay average wages below the state average, including wholesale trade and service sectors. Despite this disparity, wages in all sectors have grown significantly over the past five years, which is cause for optimism.

Employment & Wage Distribution by Industry Division

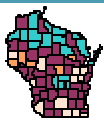


Annual Average Wage By Industry Division

	Winnebago Co. Annual Average Wage	Wisconsin Annual Average Wage	Percent of State Average	1-year percent change	5-year percent change
All Industries*	\$ 34,586	\$ 30,922	111.9%	2.9%	21.5%
Agriculture, Forestry, & Fishing	\$ 19,293	\$ 22,565	85.5%	5.4%	22.4%
Construction	\$ 40,384	\$ 29,729	135.8%	0.2%	21.6%
Manufacturing	\$ 47,013	\$ 39,739	118.3%	2.8%	23.1%
Transportation, Communications, & Utilities	\$ 33,984	\$ 36,939	92.0%	2.6%	27.6%
Wholesale Trade	\$ 33,952	\$ 40,521	83.8%	-2.9%	12.9%
Retail Trade	\$ 14,879	\$ 14,596	101.9%	5.5%	23.1%
Finance, Insurance, & Real estate	\$ 37,439	\$ 40,833	91.7%	-3.1%	26.6%
Services	\$ 26,171	\$ 28,775	91.0%	5.1%	21.1%
Total Government	\$ 34,036	\$ 33,785	100.7%	2.3%	14.9%

* Mining excluded from table since wages were suppressed to maintain confidentiality in every county

Source: WI DWD, *Employment, Wages, and Taxes Due covered by Wisconsin's U.C. Law, 2002*



Occupation and Education Characteristics of County Population

Two additional factors which are vital to come to a concise understanding of the Winnebago County workforce are the distribution of occupations in the county and the educational attainment of the county's workforce. Each of these indicators suggest that the county's economy is healthy and poised for continued growth and prosperity in the future.

The chart to the right illustrates the distribution of various occupational classifications among both the county and state workforce, as reported in Census 2000. A number of conclusions can be drawn by analyzing this distribution. First, the fact that Winnebago County's workforce has a higher percentage of workers employed in productions, transportation and material moving occupations should come as no surprise, given the strong presence of manufacturing firms in the county. What is somewhat surprising is the relatively lesser representation of construction, extraction and maintenance occupations in the workforce, especially considering the significant employment growth that has occurred in this sector over the past five years. The strong presence of managerial, professional, service, sales, and office occupations in the county may suggest that the county's workforce may be becoming more "white collar" in its occupational focus.

Besides the occupational distribution of the county,

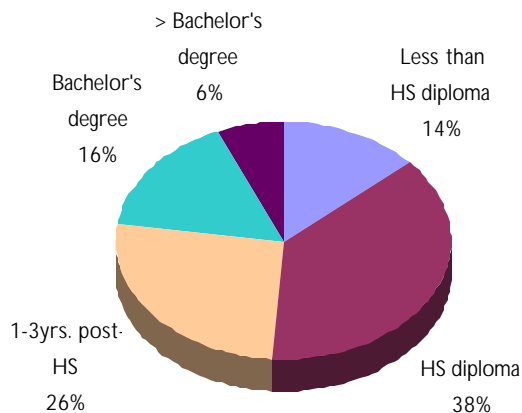
Employment by Occupation Group: 2000



US Department of Commerce, Census 2000

which one could conclude is shifting towards a more highly-skilled focus, the educational attainment of Winnebago County shows both a highly educated population and a population in transition. The traditional emphasis on manufacturing in the county is reflected in the large percentage of the population aged 25 and over whose highest level of education was the completion of high school. However, the significant presence of traditional industry sectors is also captured in the relatively large percentage of the population that has completed between one and three years of schooling following high school. While this distribution doesn't include a classification for an associate's or vocational degree as a significant percentage of the population that continues their education does not complete a degree program, the presence of a well-respected technical college system in the area has aided in the professional development of the county's workforce. Given the growing diversification of the county's economy and move towards technological innovation, one can assume that the number of college-educated workers will increase.

Education Attainment in 2000



Source: US Dept. of Commerce, Census Bureau, *Census 2000*



County Income Information

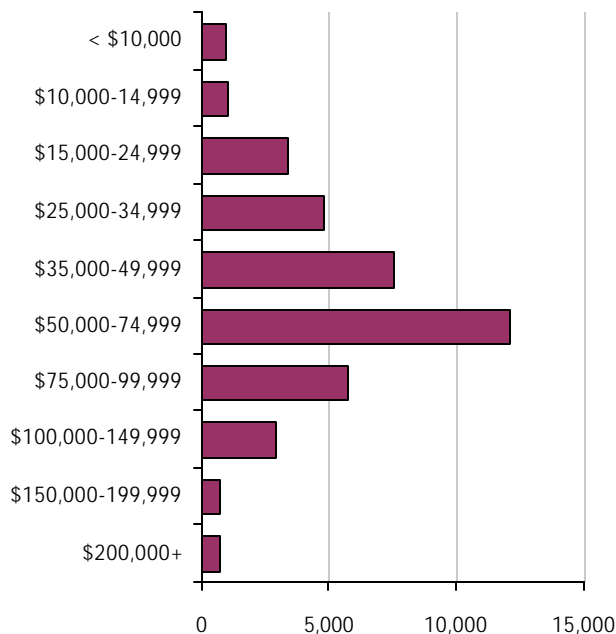
A final aspect of the Winnebago County aspect that demonstrates the high level of prosperity and promise in the county is the level of income present in the county's workforce. This can be measured through a variety of means. Perhaps the most common mean is the calculation of the median household income of the county.

In 2001, the median household income of Winnebago County was \$44,445. This is significantly higher than the state median income of \$43,791. However Winnebago County lags behind its metropolitan neighbors, Calumet and Outagamie Counties. The median household income of Calumet County was \$52,569 and Outagamie boasted a median household income of \$49,613. The primary explanation for this disparity is that the majority of low income families in the metropolitan area reside in Winnebago County, thereby lowering the median household income despite average wages that are significantly higher than the state average.

To measure the influence of low income households in Winnebago County, the number of households living in poverty is often used. In 1999, 3.8% of all families, 6.7% of individuals, and 15.9% of single mother families reported incomes below the federal poverty limit.

A third means of measuring the income level of

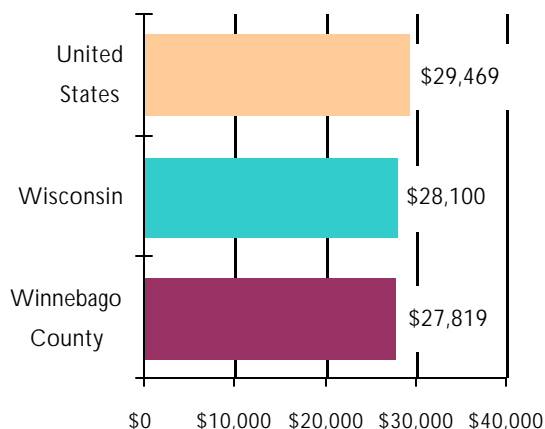
Households by Income Range
Median household income in Winnebago Co. \$44,445



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

residents in Winnebago County is the per capita personal income, or PCPI, which accounts for income other than salary and wages. In 2000, the Winnebago County PCPI was \$27,819, which is slightly less than both the state and national average. This is due primarily to low wage levels in a number of industries within the county.

Per Capita Personal Income 2000



Source: US Department of Commerce, Bureau of Economic Analysis

Components of Total Personal Income: 2000

